

<i>SERFF Tracking Number:</i>	<i>MUTM-126652743</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Mutual of Omaha Insurance Company</i>	<i>State Tracking Number:</i>	<i>45831</i>
<i>Company Tracking Number:</i>	<i>JAMIE LUCY</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - MC34263_0610</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising/MC34263_0610</i>		

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-126652743 State: Arkansas
MC34263_0610

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 45831

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: JAMIE LUCY

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett, Harris
Shearer

Author: Jamie Lucy

Disposition Date: 06/04/2010

Date Submitted: 05/28/2010

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: MC34263_0610

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 06/04/2010

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 06/04/2010

Created By: Jamie Lucy

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jamie Lucy

Filing Description:

Please see cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Regulatory Affairs

402-351-2476 [Phone]

Mutual of Omaha Plaza

402-351-5298 [FAX]

SERFF Tracking Number: MUTM-126652743 State: Arkansas
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Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0246511	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	05/28/2010	36895219

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	06/04/2010	06/04/2010

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Disposition

Disposition Date: 06/04/2010

Implementation Date:

Status: Filed

Comment:

THE ADVERTISING IS APPROVED FOR USE IN ARKANSAS SUBJECT TO PRIOR APPROVAL BY THE DEPARTMENT OF THE "ASSOCIATION" AS REQUIRED BY ACA 23-97-203.

Rate data does NOT apply to filing.

SERFF Tracking Number:	MUTM-126652743	State:	Arkansas
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Product Name:	Long Term Care Advertising - MC34263_0610		
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	cover letter		Yes
Form	Brochure		Yes

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Form Schedule

Lead Form Number: MC34263_0610

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	MC34263_0610	Advertising Brochure	Initial		0.000	MC34263_0610 - LTC National.pdf



Long-Term Care Insurance

A Bright Idea.

Choices for the Future

Even though your association members continue to enjoy good health as they age, at some point, they may need a little help. Maybe they'll need help with simple things like shopping or preparing a meal. Perhaps they'll need the services of a visiting nurse. They may even need nursing home care. An individual Long-Term Care insurance policy from Mutual of Omaha Insurance Company (Mutual of Omaha) may help protect your association members' needs and give them choices:

- The choice to help remain independent and receive the quality care they need in their homes
- The choice to not be obligated to rely on family and friends to care for them
- The choice to help keep a lifetime of savings intact for the things they really want to do

Whether their needs are short-term or long-term, we have the right policy for your association members. So, they'll have choices about their future.

Mutual of Omaha's Long-Term Care Insurance

When you endorse Mutual of Omaha's Long-Term Care insurance, your members will enjoy individual coverage with a Preferential rate – 5% lower than the individual policy rate available to them, their spouse, their parents and grown children.

Other Benefits Available to Your Association's Members:

- The convenience of having premiums deducted from their bank account; no need to worry about a missing payment
- The services of a professional insurance agent
- Taking their coverage with them when they move or retire

Your Mutual of Omaha insurance agent is able to help association members determine the coverage that best fits their needs. We may be able to help them live their dreams.



Policy forms: LTC09M-5ML, LTC09M-10ML, LTC09M, LTC09M-AG or state equivalent. In ID: LTC09M-5ML-ID, LTC09M-10ML-ID, LTC09M-ID, LTC09M-AG-ID. In OK: LTC09M-5ML-OK, LTC09M-10ML-OK, LTC09M-OK, LTC09M-AG-OK. In OR: LTC09M-5ML-OR, LTC09M-10ML-OR, LTC09M-OR, LTC09M-AG-OR. In PA: LTC09M-5ML-PA, LTC09M-10ML-PA, LTC09M-PA, LTC09M-AG-PA. In TX: LTC09M-5ML-TX, LTC09M-10ML-TX, LTC09M-TX, LTC09M-AG-TX. In WA: LTC09M-5ML-WA, LTC09M-10ML-WA, LTC09M-WA, LTC09M-AG-WA. These policies have exceptions and limitations. For costs and complete details of coverage, call or write your insurance agent or the company. This is a solicitation of insurance. An insurance agent may contact you.

Underwritten by:

MUTUAL OF OMAHA INSURANCE COMPANY

Mutual of Omaha Plaza

Omaha, NE 68175

mutualofomaha.com

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Supporting Document Schedules

	Item Status:	Status
		Date:
Satisfied - Item:	cover letter	
Comments:		
Attachment:		
AR Letter - App.pdf		

MUTUAL OF OMAHA INSURANCE COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175, 402-342-7600



May 28, 2010

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

NAIC #261-71412
FEIN #47-0246511
Mutual of Omaha Insurance Company
Long-Term Care Advertising
MC34263_0610

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This advertisement is an Association Marketing piece that will be presented to an executive of an association to see if they are interested in endorsing Mutual of Omaha. It is meant to be an institutional piece to show the executive the value of Long-Term Care insurance that could be offered to their members and is not meant to educate them on the product, the agents will do that when they meet with the individual members. The Long-Term Care product that will be offered to their association members is an individual product and not a group product.

Your notice of acceptance of this filing will be greatly appreciated.

Thank you.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs

Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

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